Maclean's



CANADA'S NATIONAL MAGAZINE

JANUARY 15

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By Leslie Roberts



Canada's Fighting Forces

Beverley Baxter's

THE CAR THAT HAS EVERYTHING BIGGER and BETTER!





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By MARGARET E. SANGSTER

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HERE'S a steeple way of solving the meru problem

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And reporter and and whole his, re-prior between management of tipe. Explicit recoid produce a for 5 management will P. Corper for cheef or the contract of the cont

CREE! GO BUICKS

Each with 1000 Gallons of Gasoline*

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TEN 1940 BUICK 4-DOOR SEDANS

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EASY! JUST FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS OR LESS

"I like Ivory Soap because_ · EXTRA

RUICKSTIT GASOURETTI CASMITI CREGITITI Imagine winning a brand new beauty of a Buick, with cash to buy 1000 gallons of gasoline and \$50 worth of free service or car occesnories. Why, you can run your Buick practically without cost for a year or two! And don't forget those 600 generous cash prices! It's your golden opportunity of 1940;

650 PRIZES TO BE WON! 6 separate weekly conoften as you like! Anyone may win these magnificent prizes offered to set Ivory users to tell others what you like about pure gentle Ivory, serving so many Canadian familtes in so many helpful ways. . .

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FOR COMPLESIONS - Have you tried Baby's gentle lvery for your own complexion care?

FOR BAINS-From Dad down to the youngest-erroyone cajoys a refreshing Ivory bath. The like the way Ivory Souts-always in sight-always within reach. FOR WASHING OISHES-How kind Ivery is to your

ren manner 00003-How sind avery is to your hands. Haven't you noticed that gentle avery your deshpan helps you keep your hands smooth and nire." And it costs less than 1s a day for all

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THESE SAMPLE SENTENCES MAY HELP YOU WIN . . SAVE THEM



Firish sentence "I like Ivory Soup because ... " in 25 words or less. Attach wrappers from one seed and one large-size tvory Seap (or facsimiles). Send entry to leary Soap, Montreel, Quebec.



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AFOR FIRST-PRIZE WINNERS IN CANADA - CASH IN PLACE OF GASPLINE Baick winners in Canada will

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ME TOO! IMAGINE WINNING A BEAUTI FUL BUICK AND T'S EASY TO WRITE ABOUT

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There will be six weakly e ste list of prices. Opening ONTEST OPENING

CONTEST

S. Envise will be judged for originality, size spiness of thought concerning the qualities of Ivory Sone. Decision of the judges will

7. Prime in each weekly contest as a new 1969 Buick Special 4-door equivalent of 1960 gallons of greedit tieses for accessories or prime, such \$10.00 cash.